



**Project:** Fullerton Smart Growth 2030

**Location:** Fullerton, Orange  
County

**Timeframe:** 2011 – 2012

**Project Partners:** City of Fullerton

### Project Services

- Interactive Website Development
- Economic Development Strategies
- Market Analysis



The City of Fullerton and Compass Blueprint developed an interactive web-site that provides an evaluation of potential funding and financing mechanisms to be used throughout the SCAG region.

### Goals

- Funding and financing strategies specific to the Fullerton Transportation Center (FTC)
- Development of a forum for public and private funding entities to collaborate
- A smart growth funding website
- Grant applications for the City
- Educational workshops

Over the past decades, the city of Fullerton has demonstrated its commitment to smart growth and the Compass Blueprint principles through strategic decision making pertaining to public infrastructure investments and private development. In the current economy and political landscape, funding and financing public infrastructure and other public realm improvements is extremely difficult. The City of Fullerton is interested in implementing its land use and transportation plans, using innovative funding and financing methods for public improvements and strategies that can be used by other jurisdictions.

### Results

- Identified potential funding sources for the FTC Parking Structure: sale or ground lease revenues, parking structure revenues, HCD Catalyst Project Program, OCTA, Community Facilities District (CFD), and Infrastructure Financing District (IFD).
- Strategic Economics developed ten relevant case studies of recent smart growth improvement projects and the tools that were used to fund these projects, in California and across the country.